BEST NEW DIGITAL MARKETING IN 2026-2027

By rahul srivastava / June 20, 2026

So come, let’s learn together what digital marketing.

Meta Description : Learn about What to know about New Digital marketing in 2026-2027 is the promoting the products ,serves and Brands using the AI Powered Marketing ,Automation an Technology.

ABOUT US : Learn about New Digital Marketing 2026-2027

Digital Marketing became very popular after the year 2000

1993 : The first Clickable Banner Ad appeared on the internet, through which people learned what an “ad” actually is

1994 : Yahoo was launched, which introduced a way to search for information online.

1998: About 4 years later, Google arrived, which has become the most important part of digital marketing in the present time.

The 2000s: Social Media and Advertisement

In the 2000s, social media and digital advertising truly began.

Google AdWords : Google launched AdWords, which gave both small and large businesses the power to advertise online.

2004 : Facebook was started, which laid the first foundation of social media marketing.

2005 : YouTube arrived, starting the era of video marketing.

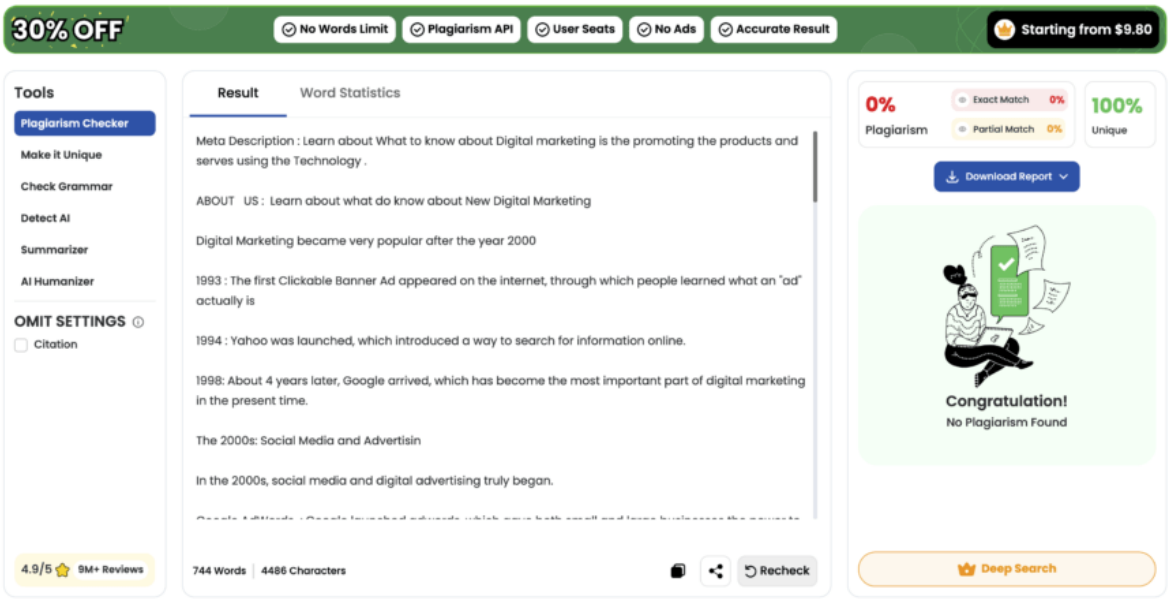
From 2010 to the present , smartphones and data have delivered digital marketing directly to every home.

The Impact of AI and Current Trends

The arrival of AI (Artificial Intelligence) has made Digital Marketing very simple. Along with this, the era of influencer marketing and personalized ads has also begun.

Websites and SEO

Websites are also created so that you can reach people through the medium of the internet. By using Search Engines, you can rank your website on the SERP(Search Engine Results Page). Best Digital marketing is taught in many states of India, such as Mumbai, Delhi, Hyderabad, and Uttarakhand.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Exact Match 0%
Partial Match 0%
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Download Report
Congratulation!
No Plagiarism Found
Deep Search

Plagiarism Checker Tool : [Small SEO checker Tool.com]

INSTITUTES IN UTTARAKHAND

In Uttarakhand, there are [Digital Marketing coaching institutes] in Dehradun that teach New digital Marketing. Apart from Dehradun, there are also coaching centers in smaller cities like Rishikesh. When Digital Marketing first arrived, it had not reached these small areas. [IICTGroup.in provide many course's]

In the present time, technology can reach even the smallest areas. With the use of technology, it can now reach every place.

Type's of Digital Marketing

SEO (Search Engines Optimizations)

IT is the process of marketing for your website and webpage and search engines so that it can higher rank your webpage .

A digital marketing business team sitting around a table, discussing SEO.

SEM (Search Engine Marketing)

SEM is a process in which you pay money to run ads for your website so that your website can rank on search engines. This is called PPC (Pay Per Click).

Promoting growth through SEM (Search Engine Marketing).

Email Marketing

In email marketing , unlike SEM we do not have to pay for ads , Instead , we in form our customers about our business or products by sending them messages via email

Master the art of effective email marketing campaigns.

Content Marketing

IN content marketing ,we create our content so that we can attract customers toward us. we have to create different types of content for every different plat form like = INSTAGRAM , FACEBOOK , YOUTUBE .

Come join us with a well-organized content plan to boost growth.

Affiliate marketing

In this we can earn profit by promoting the products of other companies , or we can have our products or services promoted by others.

Build profitable partnerships affiliate marketing.

Social Media Optimization

In this we can market our product by creating an account for our company or product on social media platforms . This method is cheaper and easier than TV or newspaper advertisement. Nowadays , most companies use this method.

learn the meaning of SMO

Influencer Marketing

This is related to Social Media. Under this, we reach out to Social Media Influencers and ask them to promote our products. In return, we pay these influencers. Since these influencers have a large audience (followers) connected to them, their promotion helps us reach more people. You can also have them place a link to your product their social media profiles.

A social media influencer is promoting products in front of the camera.

Social medial marketing

Social Media Marketing is quite similar to Social Media Optimization, but the primary difference is that in this process, we pay money to social media platforms to run advertisements (Ads) for our products or services. By using these paid promotions on various social media platforms, we can reach a wider audience and specifically target potential customers to grow our business.

Digital Marketing as a Career

New Digital Marketing a course . By doing this course, you can sit at home and earn money or run a business. You can connect with people in your country as well as abroad and send your products to them.

Digital Marketing as a Career

Digital Marketing as a career

1. **Question : What is Digital Marketing ?**
   Answer : Digital Marketing is the promoting Products and services using a technologies such as internet, social media , website .

2. Question : What is SEO ?
Answer : SEO (Search Engine Optimization) is the process of improving a ranking on website a search engine .

3. Question : What is social Media Optimization (SMO) ?
Answer : SMO (social Media Optimization) is the promoting a business through organic activities on social media platforms .

4. Question : Which institute provides digital marketing course in Dehradun (Ranipokhri) ?
Answer : IICT institute (iictgroup.in) provides digital marketing course and training program in Dehradun (Ranipokhri)

5. **Question : What is SERP ?**
Answer : **Answer:** SERP (Search Engine Results Page) displays search results for a user’s query.

6. Question : What is Google AdWords ?
Answer : Google AdWords is Advertising platform that allows businesses to paid advertisements on google.

7. Question : What is PPC ?
Answer : PPC for Pay Per Click , Where Advertisers pay each click on their ad.

8 . Question : What is the difference between SMO and SMM ?
Answer : SMM uses paid Advertisements, SMO uses organic methods to grow social media presence .

9 . Question : What is Email Marketing ?
Answer : Email Marketing is a method of customers with Communicating to promote products, services .

10 . Question : Type of Digital Marketing ?
Answer : 8 Type of Digital Marketing –
(1) SEO (Search Engine Optimization)
(2) SEM (Search Engine Marketing)
(3) Email Marketing
(4) Content marketing
(5) Affiliate Marketing
(6) SMO (Social Media Marketing)
(7) Influencer Marketing
(8) Social Media Marketing